



WWW.MCKINNEYTEXAS.ORG/MONARCH



KEEP MCKINNEY BEAUTIFUL

Unique by nature.



community
engagement

recycling

LITTER ABATEMENT

NATURAL

EDUCATION

PROTECTION
WATERSHED

BEAUTIFICATION

eco

clean

water & energy
conservation

sustainability

MCKINNEYTEXAS.ORG/
GREEN

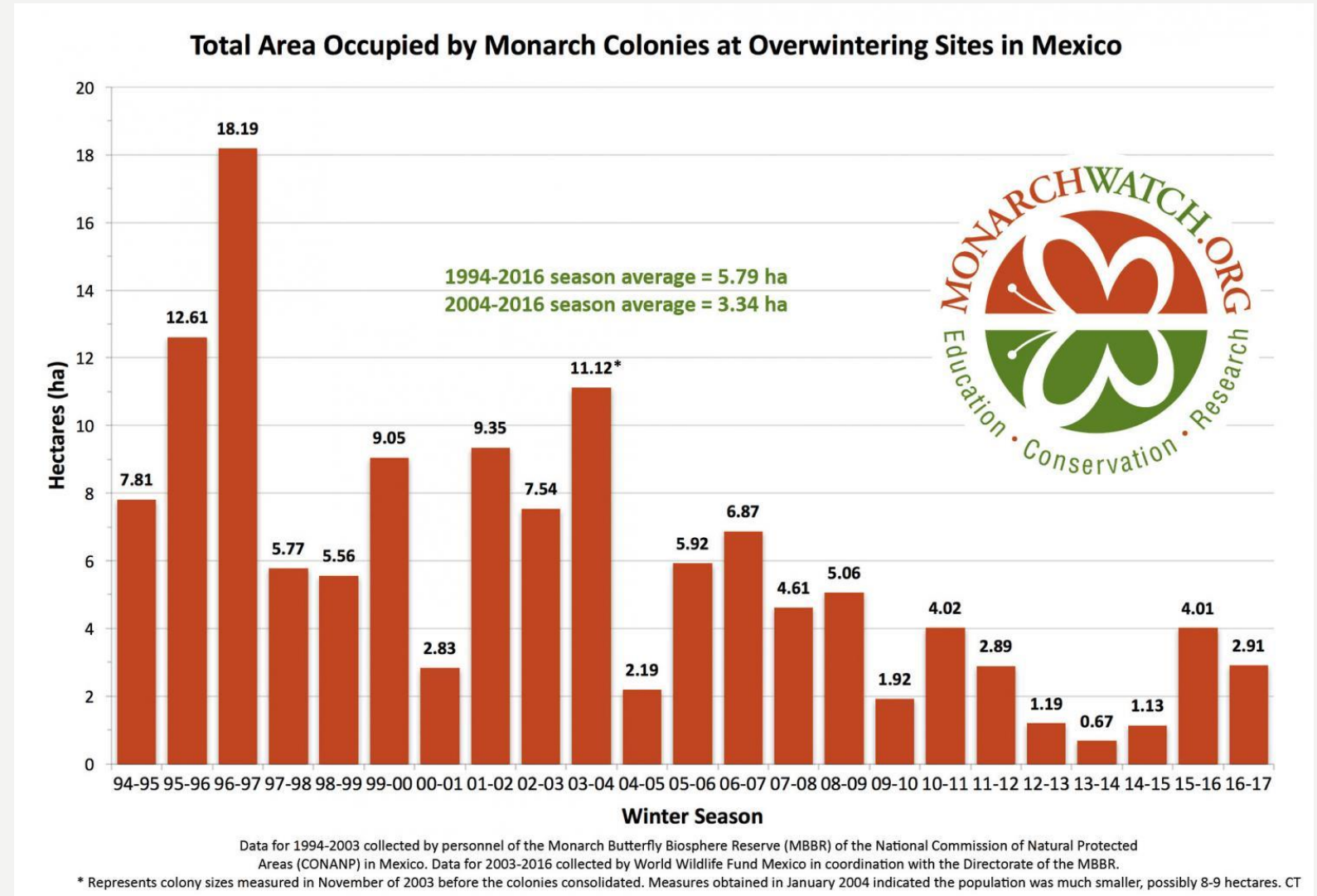
MONARCH BUTTERFLY FACTS:

- Annual Migration
- 2,500 Miles Annually to Mexico and California
- Weight of a Paperclip!
- Lifespan – 2 to 6 Weeks During Breeding Season
- Host Plant – Milkweed
- Texas State Insect



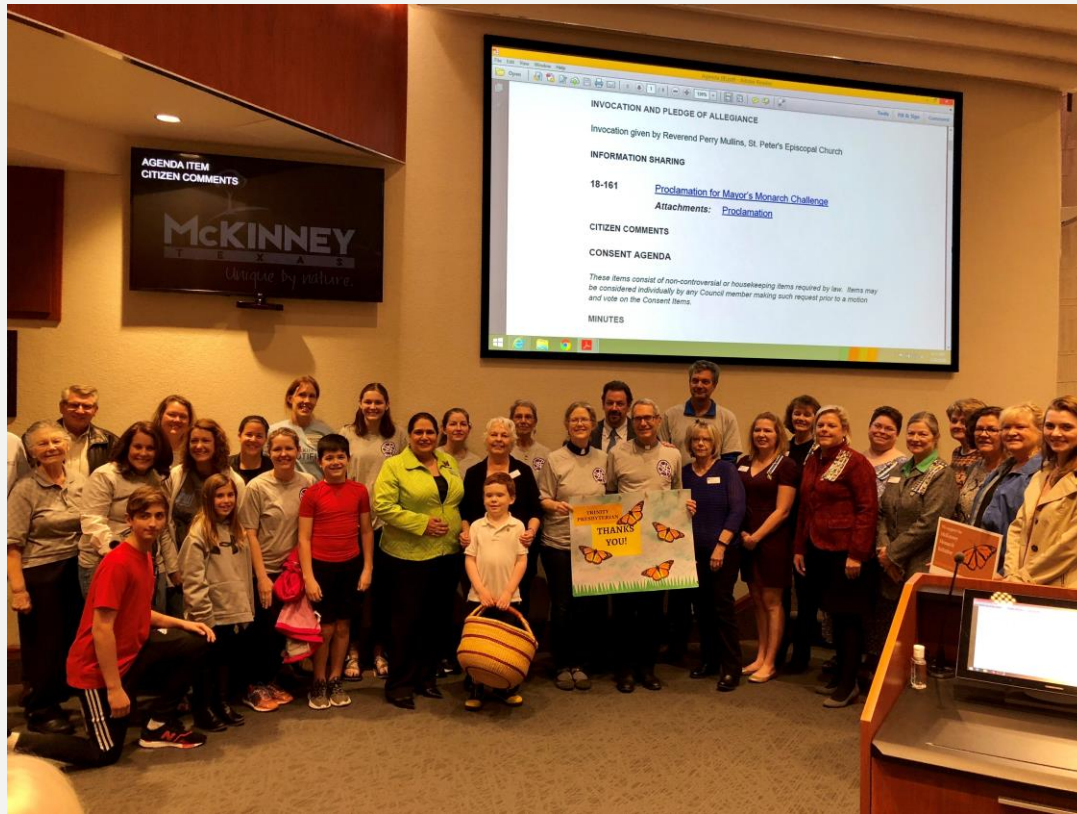
PLIGHT OF THE MONARCH

90%
decline in
population
the last
20 years



PROCLAMATION DAY

FEBRUARY 20, 2018



City of McKinney Proclamation

- WHEREAS,** the monarch butterfly is an iconic North American species whose multigenerational migration and metamorphosis from caterpillar to butterfly has captured the imagination of millions of Americans; and
- WHEREAS,** 20 years ago, more than one billion Eastern monarch butterflies migrated to Mexico, but in the winter of 2014, only 60 million made the trip; and
- WHEREAS,** cities, towns and counties have a critical role to play to help save the monarch butterfly, and the City of McKinney Texas is taking a leadership role by launching Mayor's Monarch Challenge; and
- WHEREAS,** every citizen of McKinney can make a difference for the monarch by planting native milkweed and nectar plants to provide habitat for the monarch and pollinators in locations where people live, work, learn, play and worship; and
- WHEREAS,** on behalf of the people of McKinney who will join in creating a healthy habitat for these magnificent butterflies, I am honored to lead the way by signing the National Wildlife Federation's Mayors' Monarch Pledge; and I encourage others across our great City to take a stand with me so that the monarch butterfly will once again flourish across the continent.

NOW, THEREFORE, I, GEORGE FULLER, BY THE POWER VESTED IN ME AS THE MAYOR OF THE CITY OF MCKINNEY, TEXAS, DO HEREBY PROCLAIM FEBRUARY 20, 2018 AS

MAYOR'S MONARCH PLEDGE DAY

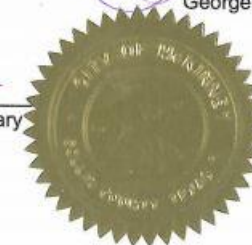
IN MCKINNEY, TEXAS

WITNESS MY HAND AND SEAL THIS THE 20th DAY OF FEBRUARY, 2018.

George C. Fuller, Mayor

ATTEST:

Sandy Hart, City Secretary



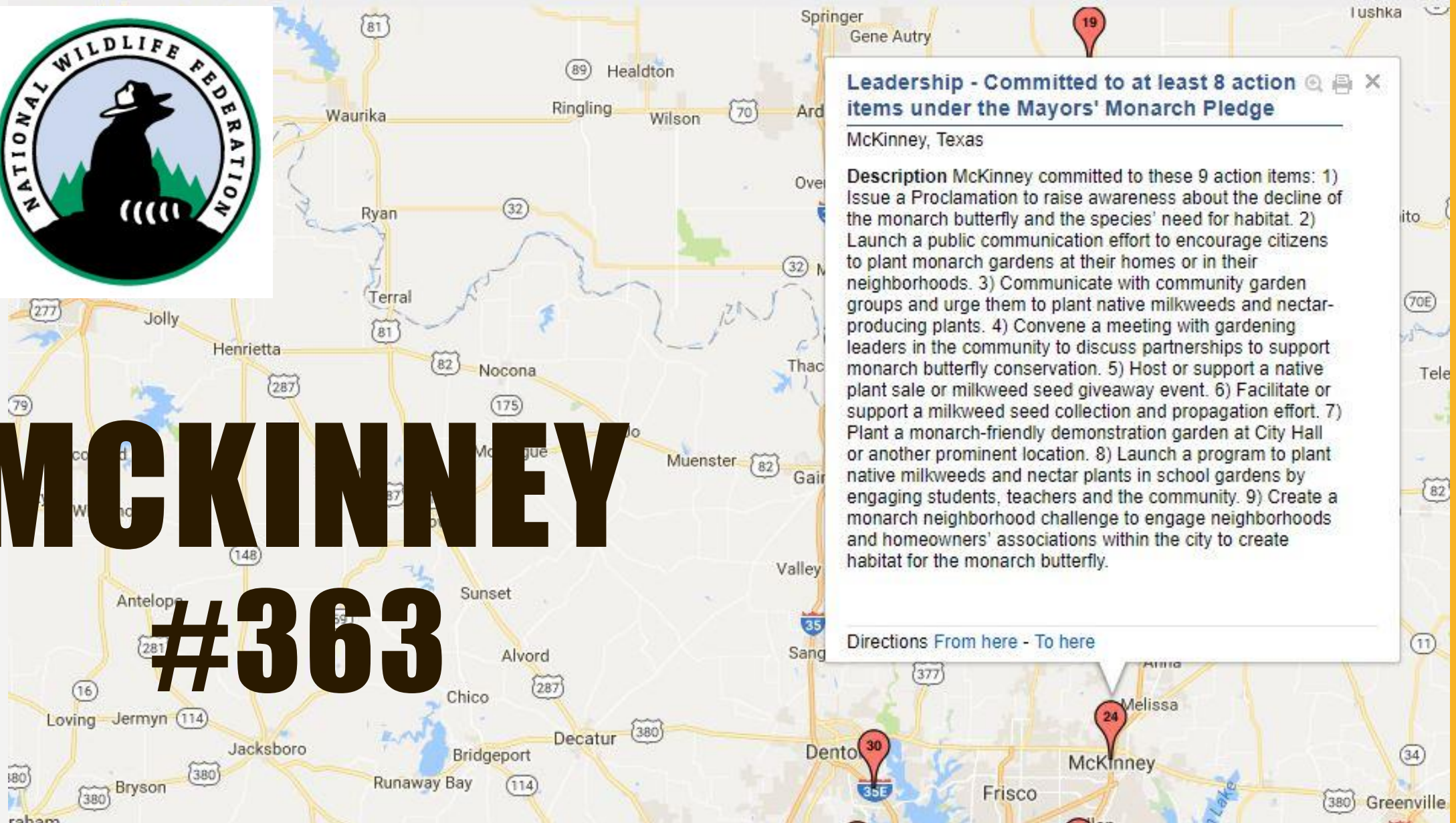
Mayors' Monarch Pledge Participating Cities

Designated are all of the cities across the US whose Mayors have signed the National Wildlife Federation's Mayors' Monarch Pledge



MCKINNEY

#363



PROPOSED ACTION ITEMS

9 OUT OF 25

Communications & Convening

- Issue a Proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat.
- Launch a public communication effort to encourage citizens to plant monarch gardens at their homes or in their neighborhoods
- Communicate with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- Convene a meeting with gardening leaders in the community to discuss partnerships to support monarch butterfly conservation

Program & Demonstration Gardens

- Host or support a native plant sale or milkweed seed giveaway event.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant a monarch-friendly demonstration garden at City Hall or another prominent location.
- Launch a program to plant native milkweeds and nectar plants in school gardens by engaging students, teachers and the community.
- Create a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the city to create habitat for the monarch butterfly.

WHAT

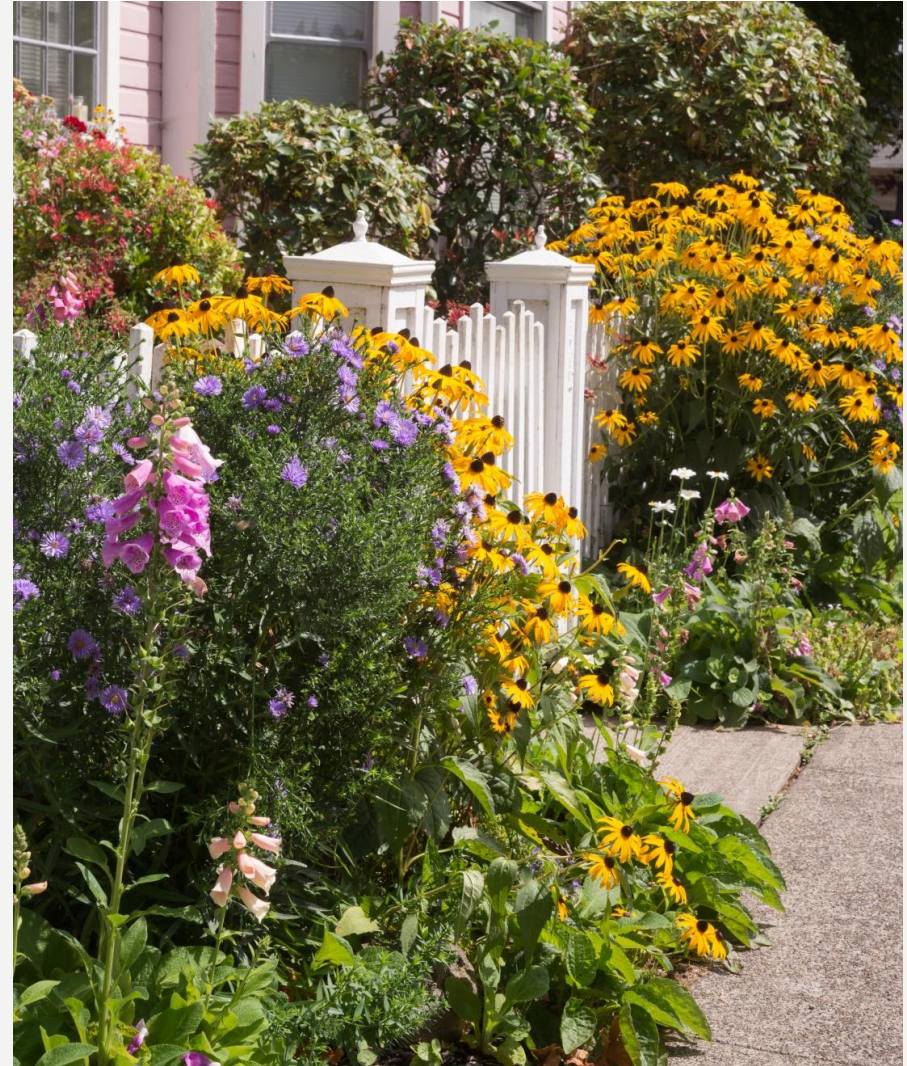
CAUSED

THE DECLINE

Conventional Landscape



Habitat Landscape For Ecology



Conventional Landscape



Habitat Landscape For Ecology

Conventional Landscape



Planting for Ecology

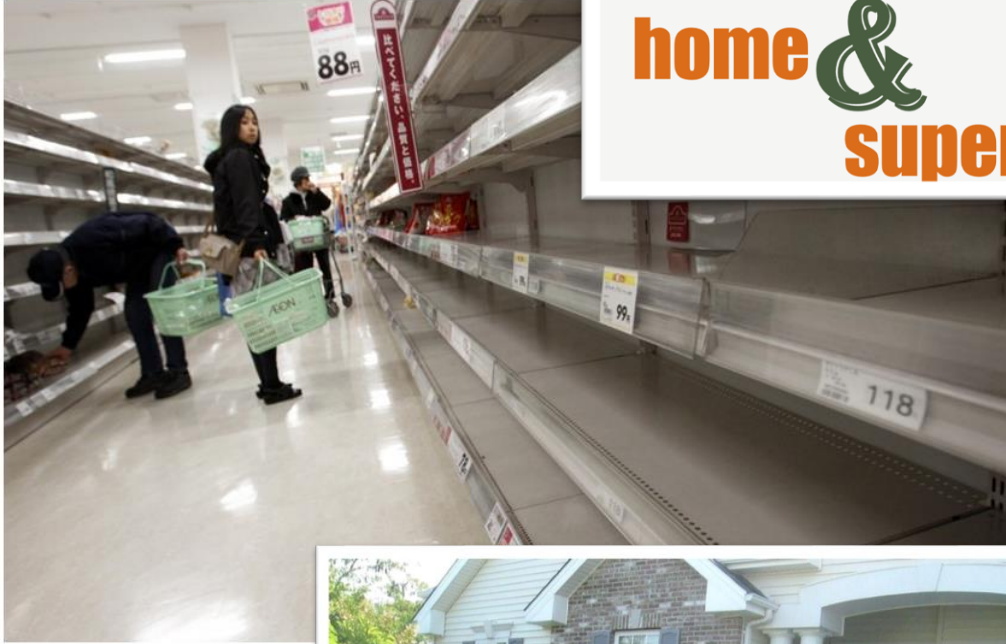


MCKINNEY'S

EFFORTS

**Your landscape
is wildlife's**

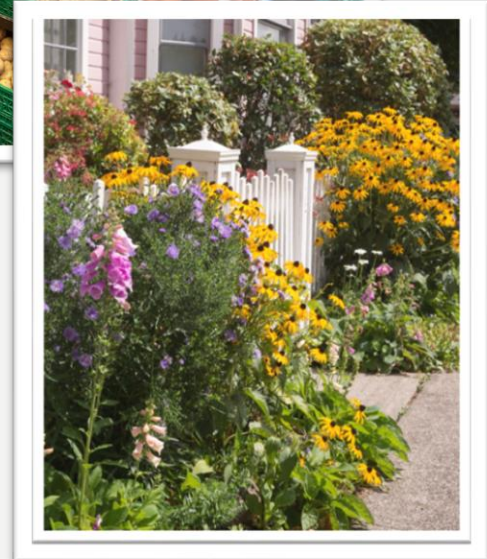
**home &
supermarket**



**Food
Desert**



**Abundance
of Food**

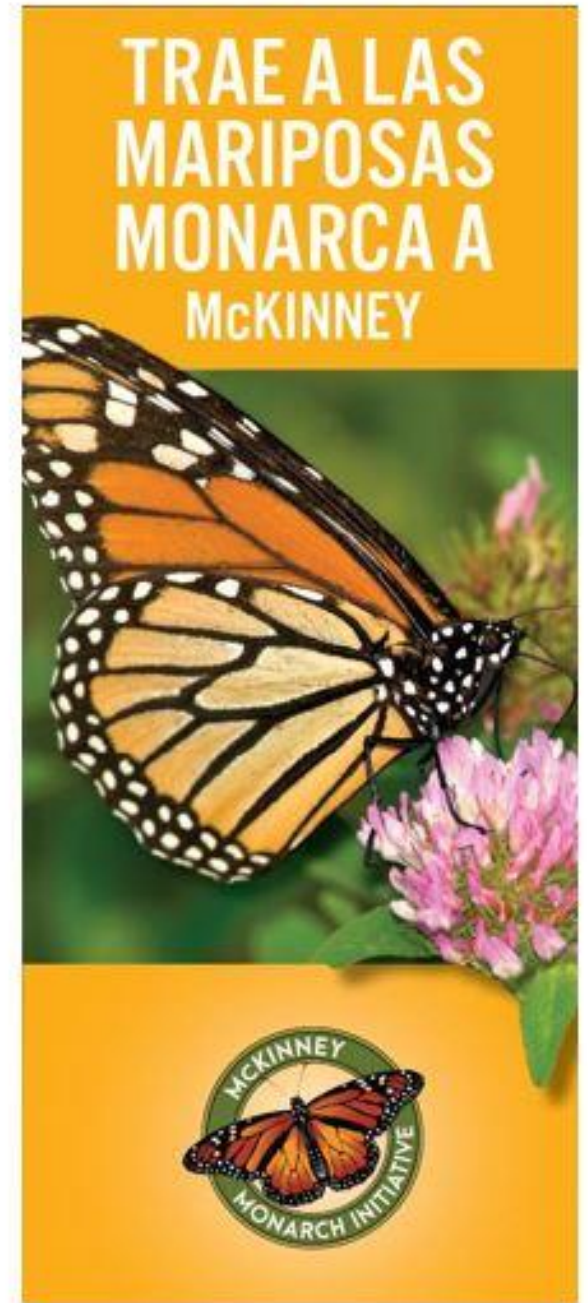




MONARCH BROCHURE

McKinney Monarch Initiative brochure is available in English & Spanish on our website.

www.mckinneytexas.org/monarch



CITY OF MCKINNEY WEBSITE

WWW.MCKINNEYTEXAS.ORG/MONARCH


Home » Departments » Public Works » Education & Public Outreach » Programs / Events » McKinney Monarch Initiative » Plant a Garden

Proclamation
McKinney's Proposed Actions
Plant a Garden
Butterfly Books
Butterfly Resources
Heard Butterfly House & Garden
Million Pollinator Garden Challenge
NWF's Wildlife Garden Checklist

Plant a Garden

Plant a Butterfly Garden

Help the Monarchs by planting a Butterfly Garden. Planting native milkweed in your home landscape is one of the most beneficial things you can do. Monarchs need a place to feed, rest and lay their eggs during their migration.



Good Soil is the Key to Success

The primary soil type in McKinney and Collin County is Houston Black Clay. While extremely fertile, the composition of the clay makes it difficult to establish healthy soil for landscape beds. It is necessary to alter the soil structure by adding amendments. For clay soils, consider a one-time incorporation of three inches of compost. For more information about amending your soil visit the [Collin County Master Gardeners website](#).

Selecting the right plants is important

Here is a partial list of plants that will attract pollinators:

Host Plants for Butterflies

- [Native milkweeds](#) – Monarchs
- [Dill](#), [Fennel](#), [Rue](#) – Black Swallowtails
- [Dutchman's White-Veined Pipevine](#) – Pipevine Swallowtails
- [Passion Vine](#) – Fritillaries

Nectar Plants

- [Blue Mistflower](#)
- [Copper Canyon Daisy](#)
- [Fall Aster](#)
- [Rosemary](#)
- [Salvia Greggii](#)
- [Texas Lantana](#)
- [Turks Cap](#) (shade tolerant)
- [Texas Frogfruit](#) (shade tolerant)



Contact Us

Environmental Education
[Email](#)

1550 S. College St.
Bldg. D
McKinney, TX 75069
[Map](#)

Ph 972-547-7335

[Staff Directory](#)



The National Wildlife Federation (NWF) provides a series of videos to help you get started in creating a wildlife-friendly habitat.



More How-to Videos from NWF

- [Providing a food source.](#)
- [Providing a water source.](#)
- [Providing a shelter/cover.](#)
- [Creating places to raise young.](#)
- [Sustainable practices.](#)
- [Certifying your yard.](#)

Plant a Garden

CITY OF MCKINNEY WEBSITE


WWW.MCKINNEYTEXAS.ORG/MONARCH

Check List

Home » Departments » Public Works » Education & Public Outreach » Programs / Events » McKinney Monarch Initiative » NWF's Wildlife Garden Checklist

NWF's Wildlife Garden Checklist

Qualify Your Garden
Create a love nest in your yard! Your yard or garden may qualify to be recognized as a Certified Wildlife Habitat.



How It Helps Wildlife

- Every habitat garden is step toward replenishing resources for wildlife locally and along migratory corridors.
- Your application processing fee of \$20 supports the National Wildlife Federation's programs to inspire others to make a difference and address declining habitat for bees, butterflies, birds, amphibians and other wildlife nationwide. A portion also supports work for local wildlife in [select affiliate partner states](#).
- By adding pollinator and monarch friendly plants when you certify your wildlife garden with National Wildlife Federation, it also gets counted towards the Million Pollinator Garden Challenge.

Process
The online application tool will ask you to confirm you've provided the required number of elements for each of the following:

- Food
- Water
- Cover
- Places to hide young
- Sustainable Practices

Before applying, [download this checklist](#) to ensure you have met all the requirements for your wildlife garden. You will be amazed at the short amount of time your habitat garden will be filled with life, activity and color of bees, birds, butterflies, and other wildlife!



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Benefits

When you certify you will become a member of the National Wildlife Federation's Garden for Wildlife community and receive the following benefits:

- Personalized certificate
- Subscription to our e-newsletter, Garden for Wildlife
- A one-year membership in the National Wildlife Federation and subscription to National Wildlife® magazine
- 10% off the National Wildlife Federation catalog merchandise, including nesting boxes, feeders, birdbaths, and other items to enhance your wildlife garden
- Exclusive option to purchase attractive garden signs designating your garden as a Certified Wildlife Habitat® with the National Wildlife Federation

Certify your garden

- [Certify your garden online](#)

MCKINNEY MONARCH INITIATIVE IN GREEN MCKINNEY NEWSLETTER

Green McKinney Newsletter Early March 2018


**KEEP MCKINNEY
BEAUTIFUL**
Unique by nature.



City of McKinney Environmental Education

In this issue:

- [Monarch Initiative](#)
- [Plight of the Monarch Butterfly](#)
- [Newcomer Event](#)
- [CCMGA Garden Show](#)
- [Butterfly Gardening](#)
- [Top 100 Plants for North Texas](#)
- [Landscape Design](#)
- [Sprinkler Systems](#)
- [Water Restrictions](#)
- [Texas Pure Coupon](#)
- [Wetland Center News](#)
- [Pledge to Plant Smart](#)
- [ULandscapeIt Tool](#)
- [Gardening Publications](#)
- [Learn about Rose Rosette Disease](#)
- [Water Restrictions](#)
- [Yard Waste Program](#)
- [Dog Waste](#)
- [Recycling Drop Off](#)

Mayor George Fuller signed a proclamation at the Feb. 20 Council meeting to participate in the pledge, joining hundreds of cities across the U.S. in support of the declining population of monarch butterflies and other pollinators.



The city's newly branded McKinney Monarch Initiative pledges to create habitats to increase the monarch population during migration through McKinney. Through the initiative, the city will encourage citizens to plant monarch gardens at their homes or in their neighborhoods, work with community garden groups and schools to increase planting native milkweeds, nectar-producing plants, and form partnerships to support monarch butterfly conservation.

Find out more about the [McKinney Monarch Initiative](#).

Green Seminar:

The Plight of the Monarch Butterfly

Wednesday, Mar. 7
6:30 P.M.
McKinney Fire Station #7
861 S. Independence
Pkwy. McKinney



The Monarch population has declined by more than 90 percent in the last 20 years due to habitat destruction. Monarch butterflies, are treasures to be protected and cherished. Learn about conservation efforts and how to make your garden a butterfly sanctuary. [Register Online](#).

EDUCATIONAL SEMINARS



ENVIRONMENTAL
EDUCATION
SEMINARS

BUTTERFLY GARDENING

LEARN HOW TO CREATE THE PERFECT HABITAT FOR MONARCH BUTTERFLIES, POLLINATORS, SONGBIRDS AND HUMMINGBIRDS USING NATIVE & ADAPTIVE PLANTS.

WEDNESDAY, AUGUST 8
6:30 P.M.
MCKINNEY COMMUNITY CENTER
2001 S. CENTRAL EXPWY.

REGISTER ONLINE:
WWW.MCKINNEYTEXAS.ORG/GREEN



CITY OF MCKINNEY | ENVIRONMENTAL EDUCATION

PRESENTATIONS & OUTREACH



McKinney ISD PTA Council



McKinney Morning Pride Lions Club



Michael's Craft Store Corporate Headquarters



Minshew Elementary Green Team



MONARCH FESTIVAL

Party in Chestnut Square
 CELEBRATING
 MONARCH BUTTERFLIES
 AND SMOKEY BEAR'S
 75TH BIRTHDAY

KEEP TEXAS BEAUTIFUL

Join us for a free family fun-filled day of education and celebration. Hot dogs, speeches, games, activities and educational booths will be available for all to enjoy.

Saturday, March 23
10 a.m. to 2 p.m.
 McKinney's Chestnut Square
 315 S. Chestnut St.

Schedule of Programs:
 10:30 a.m.: Texas A&M Agrilife Extension
 11:30 a.m.: Learn about Monarch Butterflies
 12:30 p.m.: Texas A&M Forest Service
 1:00 p.m.: Smokey Bear's Birthday Party

75th BIRTHDAY PREVENTING WILDFIRES

For more information and to RSVP, visit www.mckinneytexas.org/smokeybirthday

MARCH 2019

COLLIN COUNTY MASTER GARDENER & HEARD MUSEUM PLANT SALES





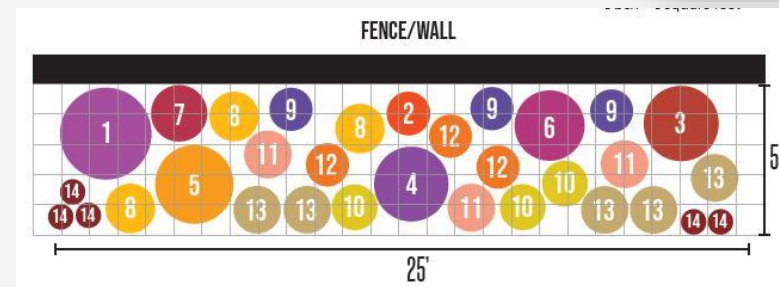
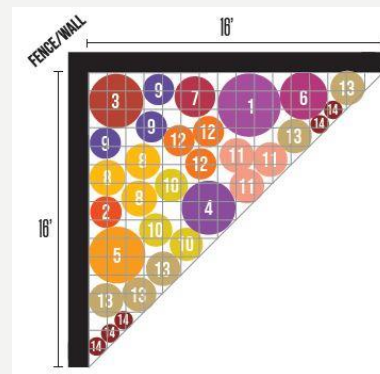
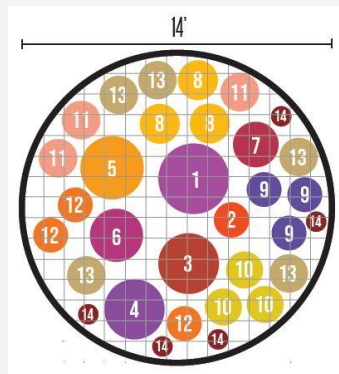
MCKINNEY'S FIRST "ULANDSCAPEIT GARDEN IN A BOX" DEMONSTRATION GARDEN



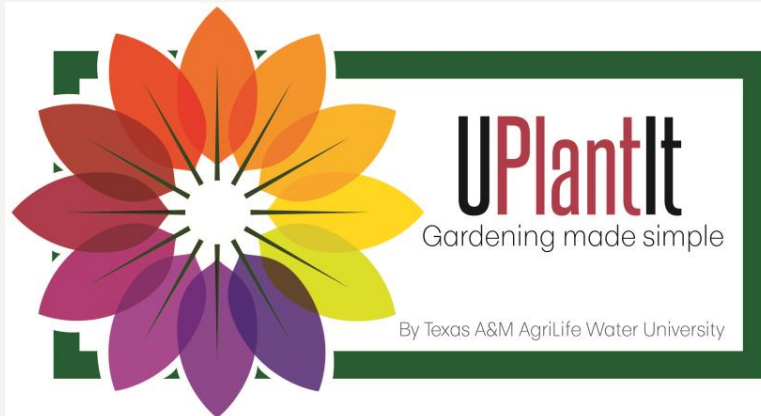


GARDEN BOX PROGRAM:

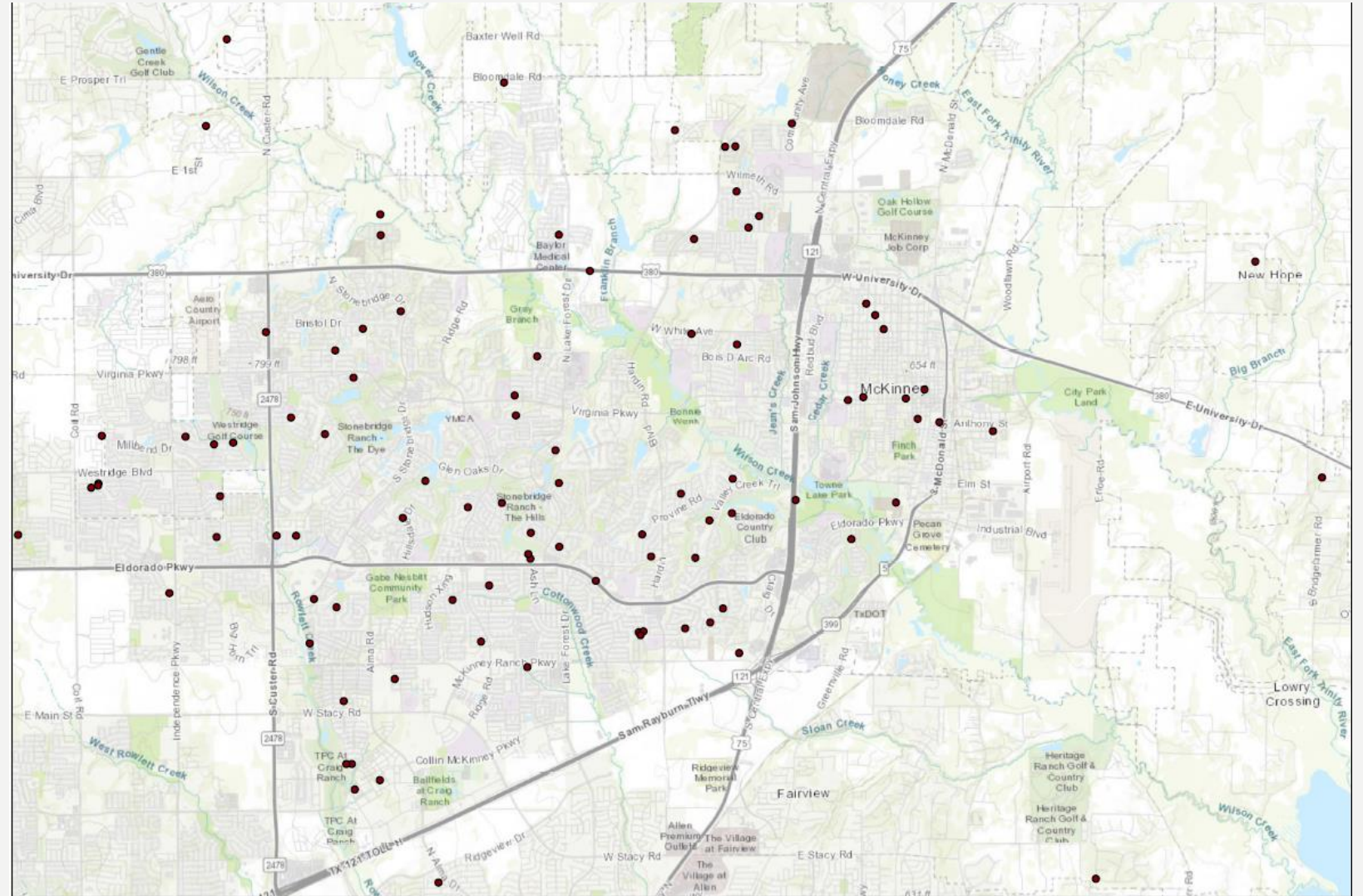
- 32 Native & adapted plants (all perennials)
- Harmonious plant palette
- Plant by number garden designs
- Favorite plants for bees, butterflies & hummingbirds
- Locally grown
- Pre-orders were available until sold out
- Pick up UPlantIt Box 4 different locations:
AgriLife Dallas, Fort Worth, Lewisville & McKinney



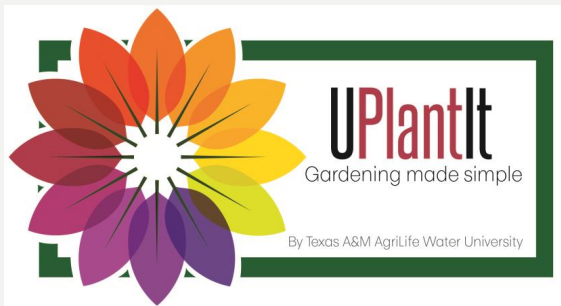
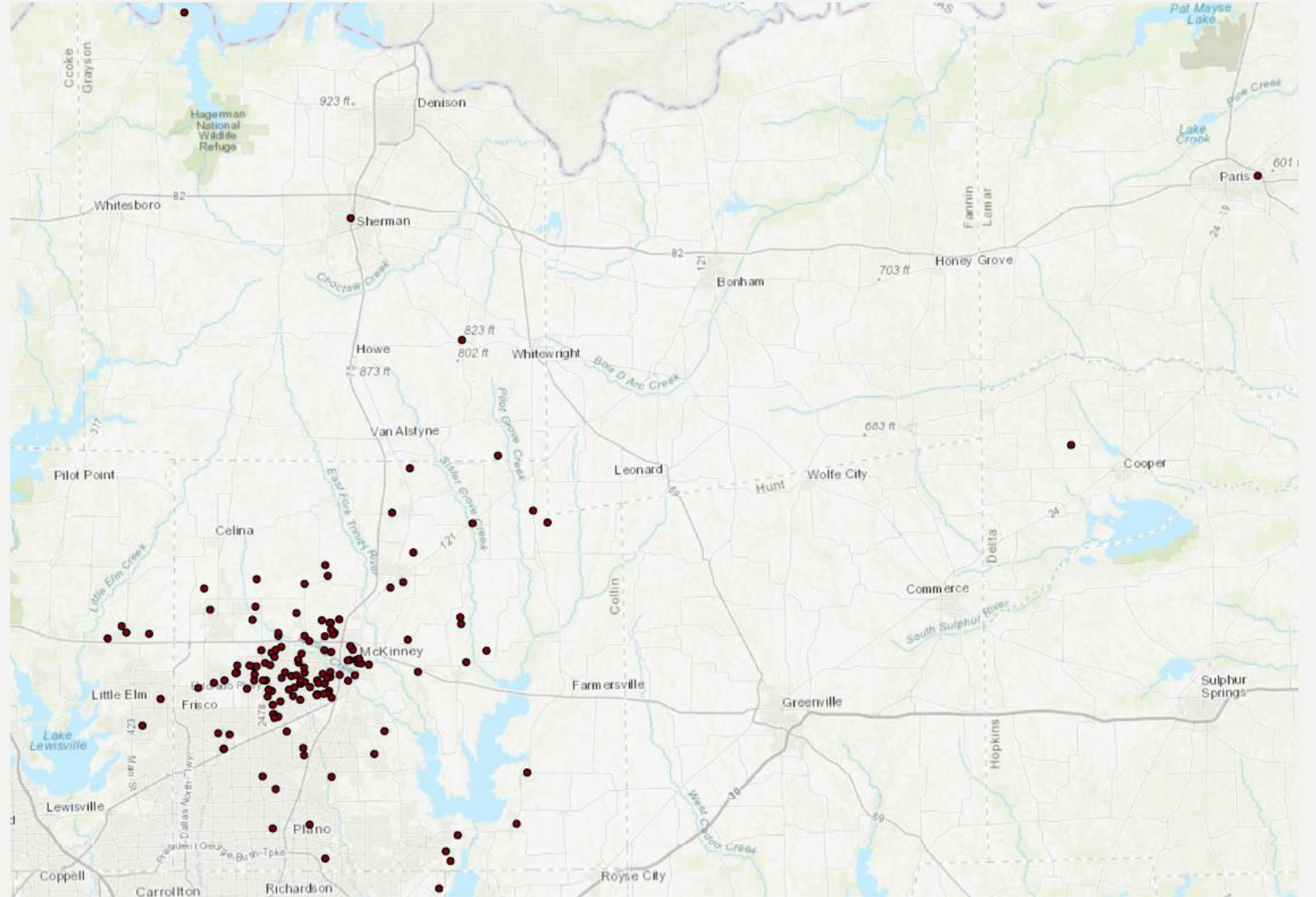
Happy Residents



90+ UPlantIt Gardens (nearly 3000 plants) in McKinney



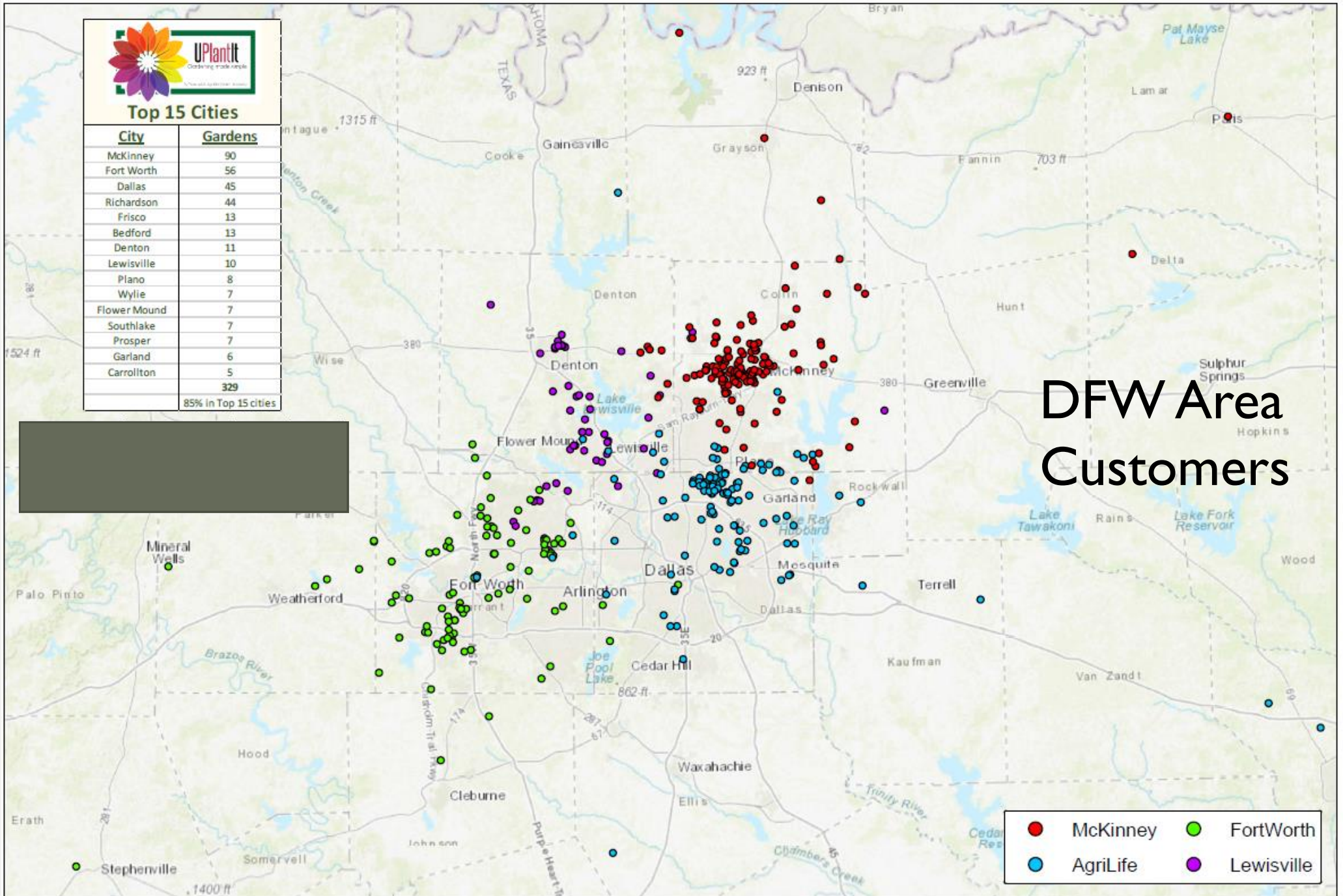
Collin County Regional Customers





Top 15 Cities

City	Gardens
McKinney	90
Fort Worth	56
Dallas	45
Richardson	44
Frisco	13
Bedford	13
Denton	11
Lewisville	10
Plano	8
Wylie	7
Flower Mound	7
Southlake	7
Prosper	7
Garland	6
Carrollton	5
	329
	85% in Top 15 cities



DFW Area Customers

● McKinney	● FortWorth
● AgriLife	● Lewisville



TOP 15 CITIES

{WITH 5+ UPI GARDENS}

Top 15 Cities	
<u>City</u>	<u>Gardens</u>
McKinney	90
Fort Worth	56
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Prosper	7
Garland	6
Carrollton	5
	329
	85% of total

**ADOPT
A
PLANT**



CLICK TO REGISTER

150

**PLANTS
DISTRIBUTED TO
RESIDENTS**

**ALL PLANTS
RESERVED IN 4
HOURS WHEN
PROGRAM WAS
LAUNCHED**

PLANTS GROWN BY HUGS GREENHOUSE

- HUGS employs special needs adults



DRIVE THRU DISTRIBUTION DAY

JUNE 2020

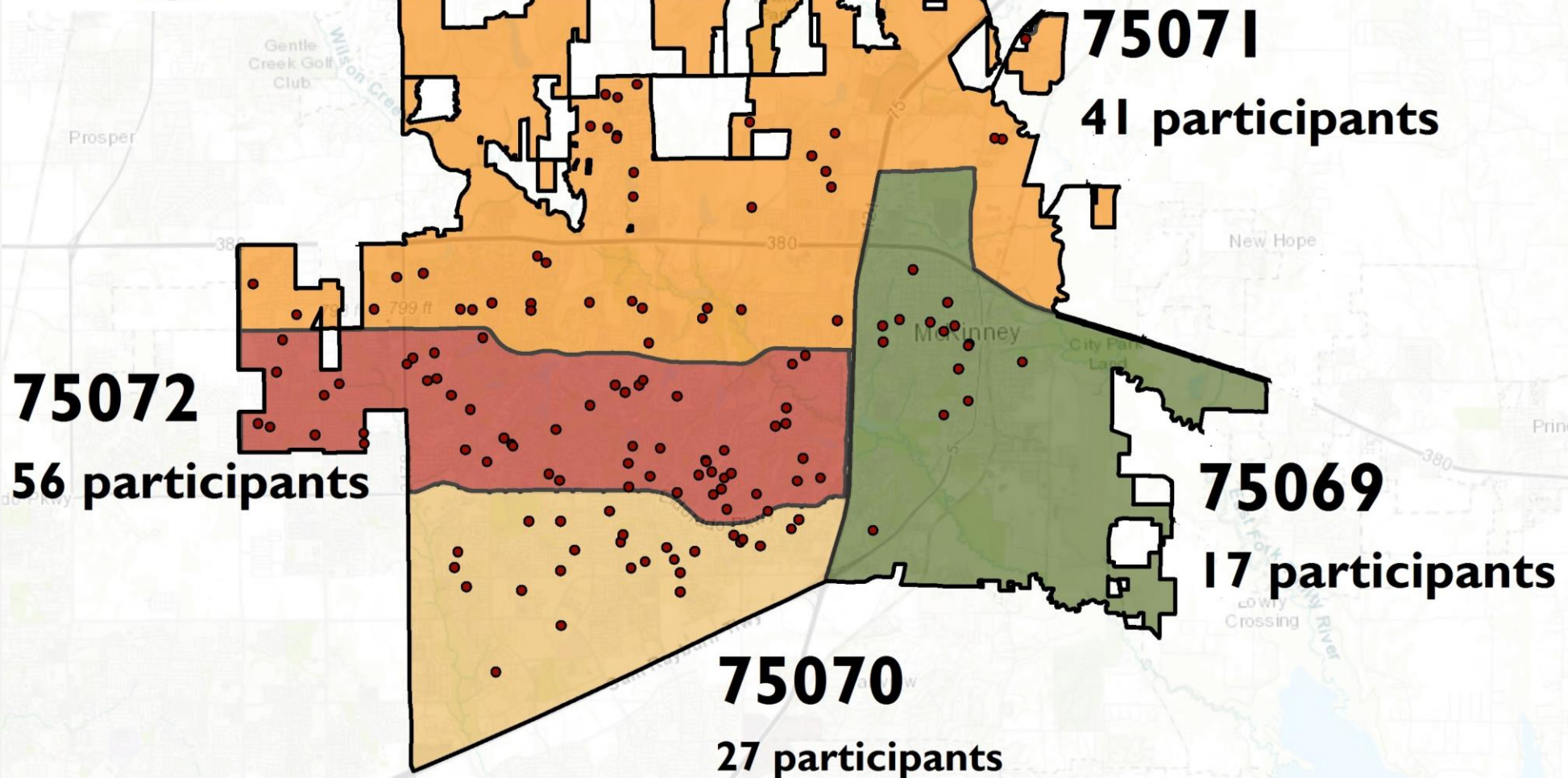


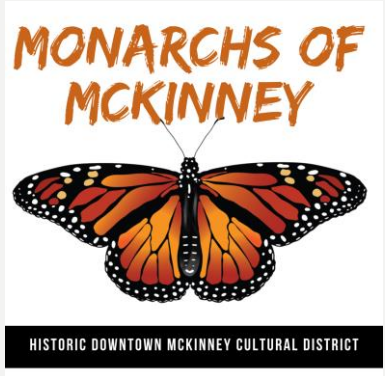
**HAPPY PLANT
ADOPTERS**



McKinney

Adopt A Plant Map



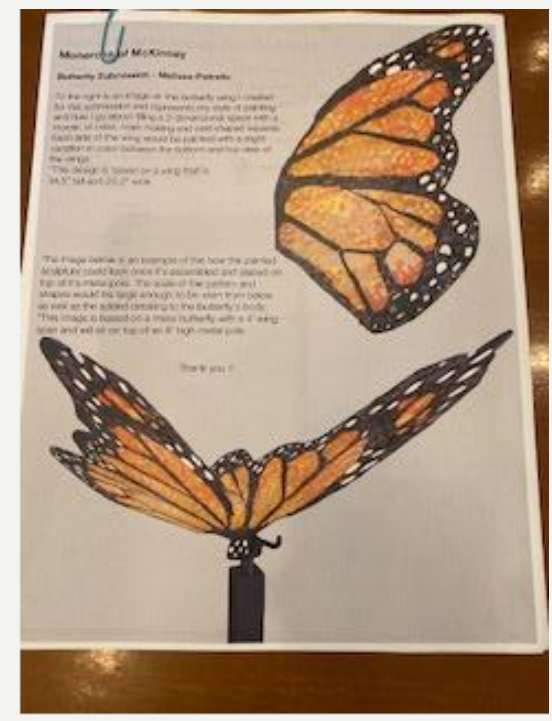


PUBLIC ART PROGRAM DOWNTOWN CULTURAL DISTRICT

The art installation consists of eight over-sized, steel Monarch butterfly sculptures painted by McKinney artists. Funded by Texas Commission for the Arts, the McKinney Arts Commission, McKinney Main Street and the City of McKinney

Locations for sculptures:

- McKinney Performing Arts Center
- Heritage Village at Chestnut Square
- Roy & Helen Hall Public Library
- Central Park
- Old Settler's Recreation Center
- Heard-Craig Center for the Arts
- The Chestnut Parking Garage
- The Cove



MONARCHS OF
MCKINNEY



PUBLIC ART PROGRAM DOWNTOWN CULTURAL DISTRICT



CITIZEN-SCIENCE EFFORTS THAT HELP MONITOR MONARCH MIGRATION AND HEALTH.

We strongly encourage our citizenry to participate in posting photos on social media and encouraged them to report sightings during migration on journeynorth.com.

#mckinneymonarch
#mckinneymonarchinitiative



Citizen Science | Monarch Tagging



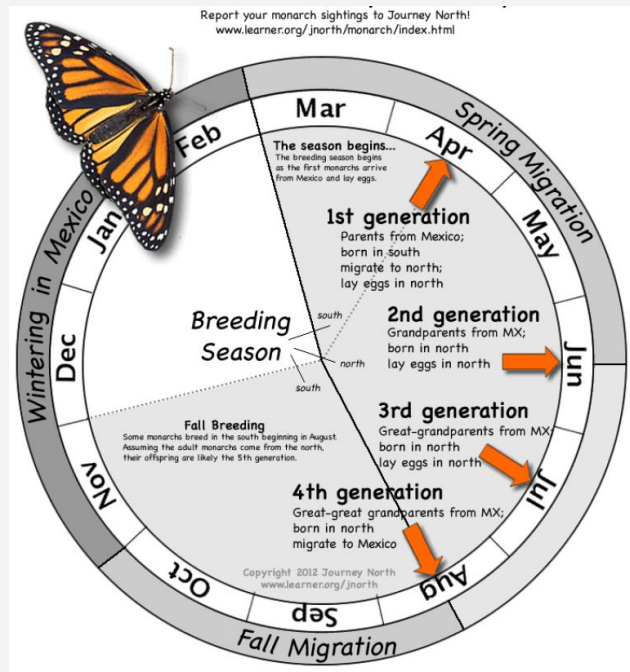
First Tagged Monarch of 2019 Migration was found in Santa Catarina, Nuevo Leon Mexico on Monday, October 20, it was tagged in Calhoun, Nebraska on September 13!



MONARCH BUTTERFLY ANNUAL CYCLE

Life Cycle

Egg: 3-4 Days
 Larvae (Caterpillar):
 10-14 Days
 Pupae (Chrysalis):
 10-14 Days



HOW TO IDENTIFY MONARCHS, QUEENS & VICEROYS

Male Monarch

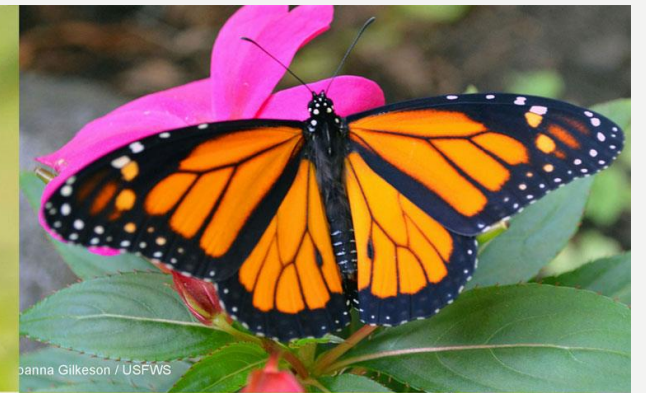


Female Monarch



A small black spot appears on one vein in the center of the hindwings on the male but not on the female.

Monarch



Viceroy



Queen



POSTERS & BROCHURE DISPENSERS AVAILABLE FOR BUSINESSES, CHURCH & SCHOOLS



BRING MONARCH BUTTERFLIES TO MCKINNEY

YOU CAN HELP.

- Plant a butterfly garden.
- Use sustainable garden practices.
- Subscribe to our newsletter.
- Pledge your support.
- Learn more about the McKinney Monarch Initiative at www.McKinneyTexas.org/Monarch



WWW.MCKINNEYTEXAS.ORG/MONARCH



Visit website, www.mckinneytexas.org/green click on link to join email list.



Environmental Education

Martha Cavazos Fipps

Environmental Education Coordinator

Email: mcavazos@mckinneytexas.org direct: 972-547-7335

It's easy to join our mailing list!

Send your email address by text message:

Text **GREENMCKINNEY** to **22828** to get started.

Message and data rates may apply